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Commissioner for Patents
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Alexandria, VA 22313-1450

On August 19, 2004

TOWNSEND and TOWNSEND and CREW LLP

By: [Signature]

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of:

JONATHAN KEPECS

Application No.: 09/747,776

Filed: December 22, 2000

For: TECHNIQUES FOR OPTIMIZING
PROMOTION DELIVERY

Customer No.: 20350

Confirmation No. 4405

Examiner: Jeffrey D. Carlson

Technology Center/Art Unit: 3622

AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action mailed May 19, 2004, please enter the following amendments and remarks.

Amendments to the Claims are reflected in the listing of claims which begins on page 2 of this paper.

Remarks/Arguments begin on page 13 of this paper.